

IMPACT OF DIGITIZATION ON STUDENT BUYING BEHAVIOUR IN THE INDIAN PRINT BUSINESS

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ABSTRACT

This research paper strives to examine the impact of digital revolution on the “print business” and the industry of books. The primary objective being the analysis of students under the age of 24, and their preferences when it comes to books and e-books; their requirements of usage of e-books. A questionnaire was circulated among 50 students and conclusions were derived from the same. The status of printed books, growing interest and extent of e-books, and the demands of the market today were discovered.

KEY WORDS: E-books, paperback books, print industry.

Received: Apr 12, 2022; **Accepted:** May 02, 2022; **Published:** May 27, 2022; **Paper Id:** IJBMRJUN20227

INTRODUCTION

Information is essential and is disseminated in a variety of ways. The means of disseminating information have evolved alongside man's evolution. This progression may be seen in signs dating back to the Stone Age, symbols in the Middle Ages, language in the Middle Ages, and most recently, digitalization in the Modern Age. The digital era, which lasted from the late 1800s to the early 2000s, saw the globe observe the benefits of employing technology to save time and energy. Information in diverse forms: texts, sounds, images and voices are converted into a single binary code, to make them digitally available. In comparison to analogue information, digital information can be transmitted at a faster rate and without degradation.

In the last two decades, India's printing sector has shifted from producing books and novels to commercial printing. Despite this transformation, India continues to be one of the world's most important market leaders, with a market share of more than 20%. It has also risen steadily during the last five years. According to a report, India currently has about 2,50,000 printing presses, including small, medium, and big presses. According to a recent economic analysis, the current annual turnover of this industry is projected to be approximately 50,000 crores INR. The sector has received around 83,000 million rupees in capital investment. In addition, the industry has grown by more than 12% in the last few years.

As we saw, despite being in the modern era and being digitally equipped, the Indian printing industry is booming. In the period where people are shifting their preferences to digital means, it is interesting to see such tremendous growth of the printing industry in India. We attempt to analyse the reasons for this in this study by examining the influence of digitalization on the printing industry. We focus our research on the paperback market, which includes novels and books in particular.

LITERATURE REVIEW

Literature is a basic study of field our research based on exiting knowledge and literature in the field. It helps us in bringing different perspectives into one light, and therefore, shaping our opinions on that path. The proposed study reflects a different light in terms of perspective. However, this review attempts on combining various attempts at understanding the field and bring them under one banner.

Faculty Experiences with E-Books

Faculty perceptions about the use of electronic books are being investigated in the Arizona State University Libraries through the facilitation of a focus group. According to the focus group, technological challenges prevent them from using electronic materials in class (Carlock, 2007). Furthermore, admission comes from only a few academics, not all of them. The fact that students in remote places do not have to travel to carry books is one of the reasons for e-book promotion. The disadvantage is that just six faculty members participated in the focus group, leaving us with very little information. Furthermore, the entire study was based on anecdotes related by the professors, which may have differed slightly from reality.

Another study looked into whether acceptance of e-books should be encouraged or not, and found that users of e-books are more likely to be students than academics, based on a poll of around 2,000 students and faculty members at University College, London. Age has become a significant factor in determining e-book use (Rowlands, Nicholas, Jamali, & Huntington, 2007). A distinctive finding of this study is that men are more likely than women to read from a screen. This revelation, however, does not hold water, as women nowadays are just as likely to read on a screen. Faculty may also use e-books for research purposes rather than for recreational reading.

Undergraduate Students and Usage of E-Books

When e-books were first debuted around the year 2000, there was a lot of buzz about them, and their use grew steadily. However, as college students discovered e-books in the library coffers, apprehension began to emerge. Regardless of the reduction in users, millennial children are recognised to be "tech savvy." (Gregory, 2006) One of the main reasons for the reduction is that kids are more likely to become distracted by various characteristics of a smart phone or a laptop than by their reading, whereas printed books avoid this type of distraction. It also investigates the relationship between many components of physical health in pupils. The study merely serves to demonstrate their coexistence, as it continues to beat about the bush and dodge the ball to both sides of the court, without taking a decisive stance on anything. The study also anticipates the ever-changing changes, stating that the major aim of any library or institution is the convenience of its users.

Another study was carried out using the convenience sample method to determine the many reasons why undergraduate students prefer to utilise e-books. Because of how inexpensive e-books are compared to conventional books, it was expected that students would quickly adapt to them (R Lonsdale & C Armstrong, 2003). Because this study was conducted on a small sample size, the accuracy of the results cannot be guaranteed. The study examines the relationship between e-book usage and in-class reading, leisure reading, and completing any type of research, as well as how the frequency of each varies. (Walton, 2013) Our preferences are also influenced by accessibility. The utilisation of e-books is limited to some extent if paper books are easily available. Contrary to popular belief, 95 percent of libraries encourage and

promote the use of e-books (Walton, 2013).

So, the studies in these fields depict that e-books are making their way into the field, however, printed books still hold a bigger and stronger ground.

Preference of E-Books over Printed Books In Regards to Textbooks

A study conducted through web survey, on students of University of Strathclyde was conducted to analyse the use of e-books in higher education. The study suggests that e-books are very relevant in finding out to the point information, and reference finding becomes very easy (Nooridhawati & Forbes Gibb, 2008). Also, emergence and growth of e-books can be traced back to different middle-men making e-books available to everyone. E-books make it easy to get references as easy access of artificial bookshelf is present. When it comes to finding relevant information and facts, e-books find a better preference but when it comes to leisure reading, printed books are considered much more valuable. Changes although have to be made to make the service better. Features to online gadgets have to be added.

Another study conducted through anonymous questionnaires traces the usage of e-books over printed books suggest that students also take into consideration the re-sale value of the books (Khalid, 2014). Printed books have a re-sale value, while e-books don't. One of the key points of using e-book is that many books can be stored on one device only. However, not everyone has come to a stage where they are user-friendly with technology. There exists "digitally challenged" students who have technical difficulties while using a gadget and thereby are not willing to switch over from printed books to electronic ones. It can also be seen that as the years progress, students get more engrossed towards e-books. This so happens because in the first year, students are unaware about usage of e-books and can't make most of the library resources provided. However, usage of printed books does not decline as books are passed on from the senior batch to their juniors (Khalid, 2014). Awareness is being continuously created about the usage of e-books in order to increase their usage worldwide.

Usage Of E-Books In Variety Of Fields

This part of the study deals with how corporate sector deals with publishing of e-books works for its promotion and what are the factors responsible for subscription of these books. Factors include format of e-prints, also access and licensing problems. Also, pricing becomes an issue for the corporate sector. Equitable access at a reasonable price become the goal (Matarazzo & Pearlstein, 2013). However, the incentive to use e-books firstly becomes its mobility and also the cost savings over printed books.

A survey conducted among college students in a distributed learning academic library through 29 days aimed to find out students from which courses tend to have more usage of e-books (Croft & Davis, 2010). It talk about how unawareness of presence of e-books leads to students not following them.

Millennials and E-Books

Usage of e-books have many advantages such that it can be read by specially abled people also, and also cost effectiveness and searching abilities. A survey was conducted through email questionnaires which suggested that millennials have adopted themselves to e-books to quite an extent (Nicholas & Lewis, 2008).

A study based on the subscription of electronic journals reveals that faculty and students both in the University of Pune are aware about the electronic journals, and among these students tend to use it more often than faculty members. However, these millennials kids prefer to shift to printed books during examinations. Also, the Gen Y faculty face difficulty in operating and accessing the e-journals (Bansode, 2013).

RESEARCH GAP

The literature review that we performed previously provides several explanations for the increased use of e-books, as well as their limits. Therefore, what we are trying to study is the impact of digitization not in general but concentrated to the Indian market and institutions, also we will try and get into the depth of how it has hampered the “print business”, which none of the articles have slightly accomplished.

OBJECTIVES OF THE STUDY

- To explore the impact of digitization on paperback industry
- To focus on the scale of adaptivity
- To understand crowd’s demand from the digital world in the coming years in India
- To get insights into the reading community and their preferred mode of reading
- To understand the change in the reading world

STATEMENT OF PROBLEMS

Many studies so conducted earlier suggests the various reasons of the growth in usage of e- books, and also, the limitations to its uses. However, what we are trying to study is the impact of digitization not in general but concentrated to the Indian market and institutions, also we will try and get into the depth of how it has hampered the “print business”, which none of the articles have slightly accomplished.

LIMITATIONS

- Time constraint: Reading being a hobby, may not have events or meetings regularly and thus a detailed study may take a lot of time.
- Geographical Constraint: A particular geographical location may enable people to have a similar opinion and therefore result in a biased conclusion.

RESEARCH METHODOLOGY

The research will use a mix of quantitative as well as qualitative approach as the study of choice and preference is very individualistic. A questionnaire is used to collect primary data from 50 students who enjoy reading from places like colleges, libraries and events like book talks, etc. The questionnaire mainly has Likert scale question to understand their preferences apart from the extreme ends.

ANALYSIS AND INTERPRETATION

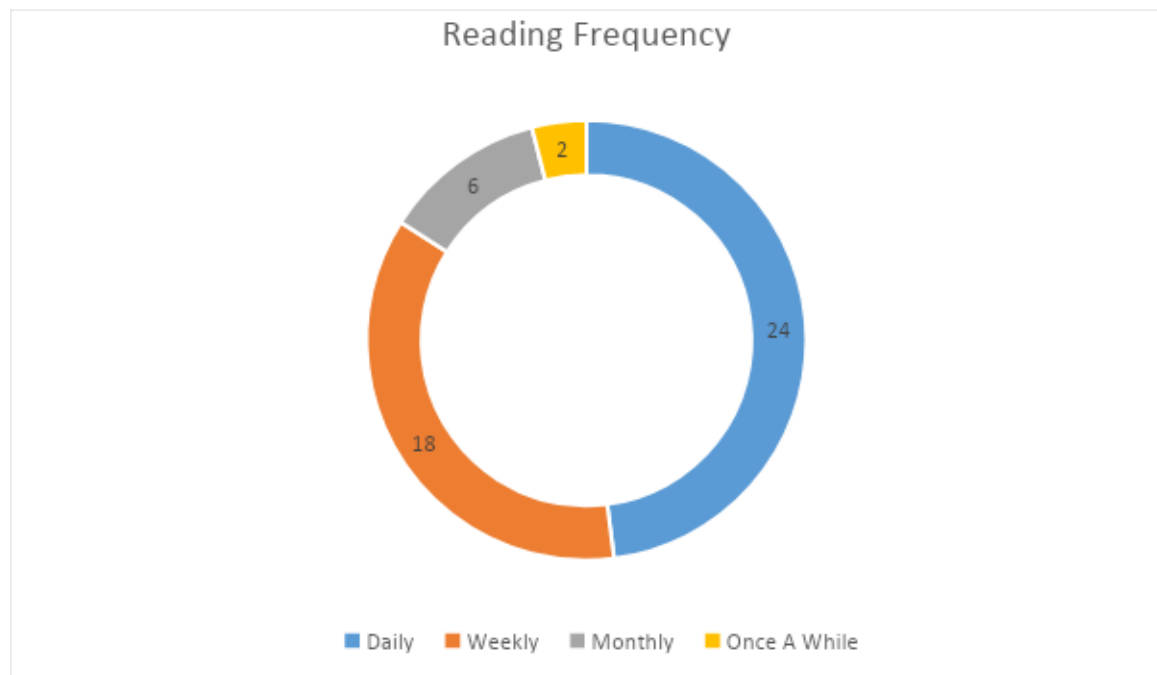
The results of this research paper depend on the questionnaire circulated. The questionnaire asked for the following

information:

- Name, age, gender of the student
- Their frequency of reading
- Types of books they prefer
- Preferred medium of reading; along with reason for preference
- Frequency of usage of e-books, and their reasons to use the same
- Their opinion of relevance of paperback books in the coming years

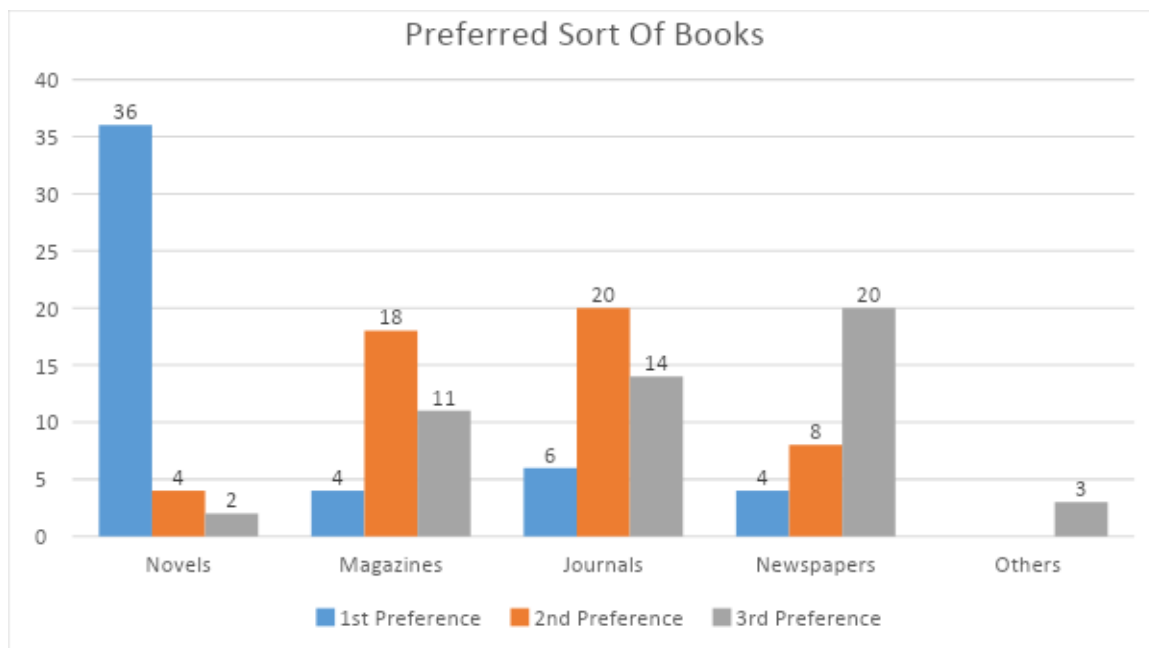
Most of the students that answered the questionnaire were from the age of 17-24, and most of whom had a vigorous passion for reading.

Frequency of Reading



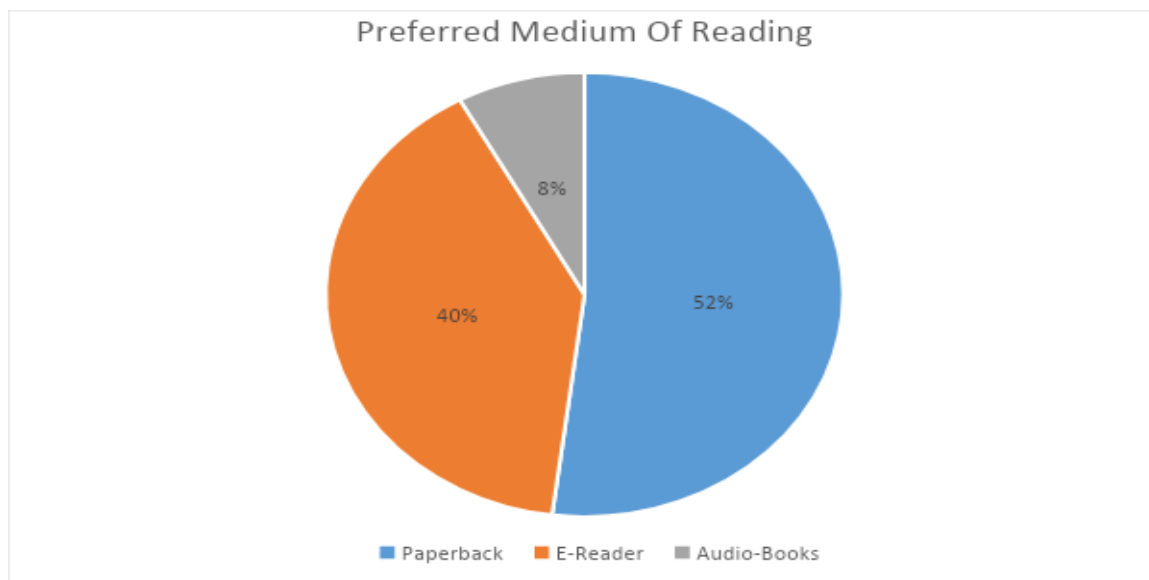
Swamped with college work, and other activities, this age group has to create time to read. But, since most of their work is research based they cannot escape it either.

Preference of Books



No matter how necessary or not, reading comes to those who are passionate about it. It is also seen that this age group is more diverted towards novels and journals, and have a constant habitual preference of newspapers.

Medium of Reading



Major percentage is still diverted towards paperbacks, but an evolving population is slowly taking up e-books and also, a small percentage seems to show interest in audio-books. E-books have become an instant source of knowledge and easy to access, and also of reasonable price. These might be some reasons for their growing popularity.

CONCLUSIONS AND FINDINGS

- The research paper thus concludes that paperback books still hold a very good relevance, even though e-books are

slowing making their toll over things.

- Habit of reading might be a dying one, and curiosity still prevails that persuade people into picking up new books, and reading them.
- People prefer to get news updates over the digital medium as it's faster and also gives a lot of content at once. But again, sale of newspapers has not reduced because old habits die hard, and people have this imbibed habit of buying newspapers.
- Most preferred books include novels, and journals. Novels mostly are out of one's passion and interest and journals mostly fulfil academic purposes, and provide with a lot of information.
- More than half of the people prefer paperback books, because they believe holding a physical book peeks their interest and more easy to the eye. The ones who have started to develop an interest for e-books are not looking for leisurely passing time, but rather interested in finding facts and academic research.
- User-friendliness and cost-efficiency (that they are one-time investment) has contributed to the usage of e-books.
- The Indian Market is brimming with possibilities for the digital books, if they can come above their limitations and find a way to tap the consumers in a better way. As for print media, it may be on its way to decline but there is still a long way for it to go, and it will always have loyal consumers who would prefer paper over screen any day.

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